

LITERACY DAY

**UNION COUNTY
EARLY CHILDHOOD COUNCIL**

Janet Gill, Council Chair
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THE MOUSE IS IN THE HOUSE

Union County High School
Saturday--March 24, 2012 **9 am – 11:30 am**

MAGICAL FREE FUN FOR EVERYONE

Face Painting

Literacy Day

Games

Healthy Snacks

Balloon Creations

Great Door Prizes

UCHS Steppaz at 10:00 and 11:00

Princess “Becca” Celebrity Reader at 9:30 and 10:30

Free Books for Children and Adults

Bring Your Camera for Photos

Sponsored by the Union County Early Childhood Council

THANKS TO THESE DONORS

Progressive Women’s Club, Cash Express, Riverview Coal, Clements Drug,
United Community Banks, Danhauer Florist, Union County Public Schools, Janet Gill,
Superior Childcare, Morganfield WalMart, Destiny Hargrove,
Durbin Council #1004 Knights of Columbus, Union County Cooperative Extension,
Treehouse, Union County Retired Teachers Association

UNION COUNTY LITERACY DAY ROUND TABLE
Union County Early Childhood Council

THEME---Fun title to spark interest

“THE MOUSE IS IN THE HOUSE”

LOCATION

Need: Large open space for activities and available for set up the evening before the event
Union County High School is central location in the county
Requested the use of UCHS and asked for free janitor service for the event

DATE

Spring date was chosen by the school and based on school calendar 9-11:30 am on Saturday

PUBLICITY

Ads in 2 local newspapers the week of and the week before the event
Purchased 8 local radio spots and got 8 free ones for community event and a not for profit
Free advertising on local electronic signs the week of event
Extension office, drug store, florist, and 2 banks all located on US 60 (major highway)
Flyer (page 2) printed posted and distributed to childcare centers, elementary schools, public library,
Time for Tots, health department, Cooperative Extension, Shelter of Love Crisis Pregnancy Center,
medical clinic, banks, and WalMart.
Event posted on Facebook

FREE BOOKS

Ticket given to each child and adult at registration and redeemed for one book
Each person chose their own book
Donations of books came from council members and friends
Purchased books---Dollar General, First Books, Books a Million, Office Depot
Scholastic good source especially their sales.

CELEBRITY READER

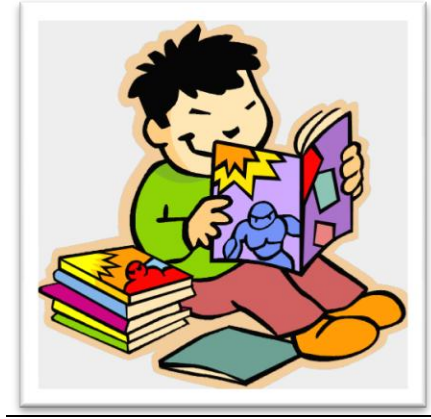
Princess Becca---Union County Public Library Youth Programs

MASCOTS and CHARACTERS IN COSTUME

Mouse with big ears and Princess Becca
Mouse made visits to childcare centers, Head Start, elementary schools the week of the event
to create excitement.
Cat in the Hat and Thing 1 were at the finger painting activity table
Set up a photo spot with ferns (borrowed) for parents to take posed pictures

DOOR PRIZES

Limited to one per family---Items costs were \$5 to \$10
Items were purchased and or donated
Memory games, Nursery rhymes/preschool/toddler music CD's; Board puzzles;
Preschool and K Computer Educational programs, Flashlights, Card games



ACTIVITIES

- “Rainbow Fish”---Fish printed on paper and children used sparkling paper bits for creation
- “Chicka Chicka Boom Boom”---Construction paper tree for children to create book cover
- Large wall mounted crossword puzzle
- “Count on Pablo” with chips and salsa to taste and display of vegetables used in making salsa
This is a LEAP book (The council had training and purchased the LEAP books for each center a few years ago).
- Finger painting---Cat in the Hat and Thing 1
Children created Thing 2 using a blue handprint upside down a white handprint.
Children registered at this table and names were drawn from a hat for 2 stacks of Dr Seuss books and a Kindle
- Bingo—Alphabet---Number---Picture/Word were rotated
Prizes for Bingo---PreK Activity Workbooks, Numbers/Alphabet/Beginning Words Flash Cards, Play Dough, 60 Piece and toddler puzzles, PreK card games, Reading books, Magnetic Letter and Number Sets
- Board and Activity Games with prizes---Dr Seuss Memory, Candy Land, Scrabble, and Twister
Prizes for games---book or a bicycle helmet
- Face painting
- STEP AZ demonstration by high school step drill team and helped children learn the steps
- Celebrity Reader Princess Becca dressed in costume and did storytelling
- Make Your Own Book---Cover page and 4 pages for story—Stickers and colored pencils
Some dictated their story
- Necklaces and Bracelets---Decorated pasta and had pipe cleaners to make the jewelry
- Name Cards---(Bus, Apple, Chalk Board) for children to write their names or dictate name
- Tattoos
- Alphabet Bouquet---Letter removed and children had to determine which letter was missing
- Parachute play with beach ball
- Balloon creations made by retired teacher for all children. Ticket needed and got them when departing.

SNACKS

Healthy---Grant could not be used for food---Donations covered snacks---Ticket for snacks
 Pkg. Animal Crackers---small bottle of water-----Pkg. apple slices
 Put crackers and room temperature water into brown lunch bags in advance
 Kept packages of apples in a cooler of ice and added them to lunch bag as attendees picked up snacks.

FREEBIES

Riverview Coal-bags, coal coloring sheets, pencil, small piece of coal
Cash Express-small plastic glasses, candy, ballpoint pens, Post It Notes
United Community Bank-ballpoint pens
Cooperative Extension-piggy banks, crayons, (bicycle helmets used for game prizes)
Union County Early Childhood Council pencils were donated. STARS for Kids Now and
UCECC promo

ADULT EDUCATIONAL MATERIALS AND TABLES

Head Start
Imagination Library
STARS Quality Coordinator
Union County Early Childhood Council
“Small Steps to Health and Wealth” from Union County Cooperative Extension
Union County Public Library
Building a Strong Foundation for School Success “Parent Guidelines”
Children’s Home Society of California printed materials

FINANCING

Council grant dollars spent on: books \$900.00, literacy games, door prizes, mascot costumes, prizes for games, and activity supplies.
Snacks donated by civic groups, WalMart, and Riverview Coal
Advertising is essential and UC spent total of \$313.00 including newspapers \$233.00 and radio \$80.00.
Council members personally and their entities donated lots of items including books, door prizes, supplies for activities, and misc.

WHAT WE LIKED ABOUT LITERACY DAY!!!

- Great turnout--- 400 + people
- Lots of grandparents and dads came
- Children were respectful
- Children had a great time and were excited about books and reading
- Registration table at both entrances
- Lots of door prizes (25) and give away items
- Great location with lots of space for activities
- Lots of free advertising---Facebook, 8 radio spots, 5 electronic signs
- Collaboration between groups and council
- Student volunteers (19 total) from childcare class, National Honor Society, Beta Club, and STEPPAZ
- Speaker system to talk to crowd and announce winners and events
- People came early. Some 20 minutes early.
- Janitor was a great help in having tables and chairs in the lobby ready for set up.
- Janitor recycled all empty boxes.
- Janitor did all tear down of tables and chairs
- 2 Different colors of tickets, one each for books and snacks worked great
- Lots of volunteers (38 adults) made the day a success including 3 retired teachers

WHAT WE LEARNED THAT WILL MAKE A GREAT LITERACY DAY EVEN GREATER!!!

- Use 3 people at each registration table
- Create map showing activities and locations
- Make arrangements for access to copier in the office and the intercom
- Two hours probably long enough
- Place some chairs close to activities for adults to sit down
- Most adults did not take adult books, instead took another book for their child
- Only give books to children possibility
- Date seemed to be a good one
- Plan for greater numbers
- Keep event at UCHS because of great space.
- Improve sign in sheet
- Use another color of ticket-one per family for door prize. Write name on ticket.



**UNION COUNTY EARLY CHILDHOOD COUNCIL
WILL PRESENT**

**2013
LITERACY AND MATH FUN**